

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re Application of:	)	Conf. No.: 9998
	)	
Chad D. Tillman	)	Examiner: Oluseye Iwarere
	)	
Serial No.: 10/816,547	)	Art Unit: 3687
	)	
Filed: April 1, 2004	)	Docket No.: I098 1030.1
	)	
For: PROVIDING CUSTOMIZED MEDIA AT	)	
PHYSICAL POINT OF SALE	)	

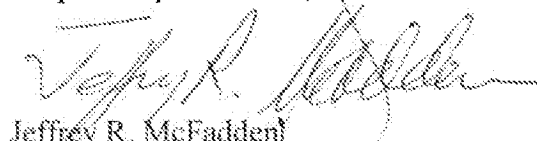
Mail Stop ISSUE FEE  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

**COMMENTS ON STATEMENT OF REASONS FOR ALLOWANCE**

Sir:

In the Notice of Allowance mailed February 9, 2011, on page 2 of the Paper, the Examiner presented comments in a statement of reasons for allowance. Applicant acknowledges the Examiner's comments but does not concede or admit that the Examiner's comments are accurate or apply to all of the claims, nor that the comments present the only reasons for allowability of the claims.

Respectfully submitted,



Jeffrey R. McFadden  
Registration No. 46,916  
Womble Carlyle Sandridge & Rice, PLLC  
P.O. Box 7037  
Atlanta, GA 30357-0037  
Tel: (336) 721-3730

Date: April 27, 2011  
Atty Docket: I098 1030.1